

# Promote your employer brand and drive traffic with a **Featured Button**

Position your vacancy and employer brand on the right-hand side of the jobs.ac.uk homepage with a **Featured Button**.

With over 3,000 adverts on jobs.ac.uk, the **Featured Button** is an easy and cost-effective way to make your advert stand out, drive more quality jobseekers to your vacancy and promote your employer brand.

## How does it work?

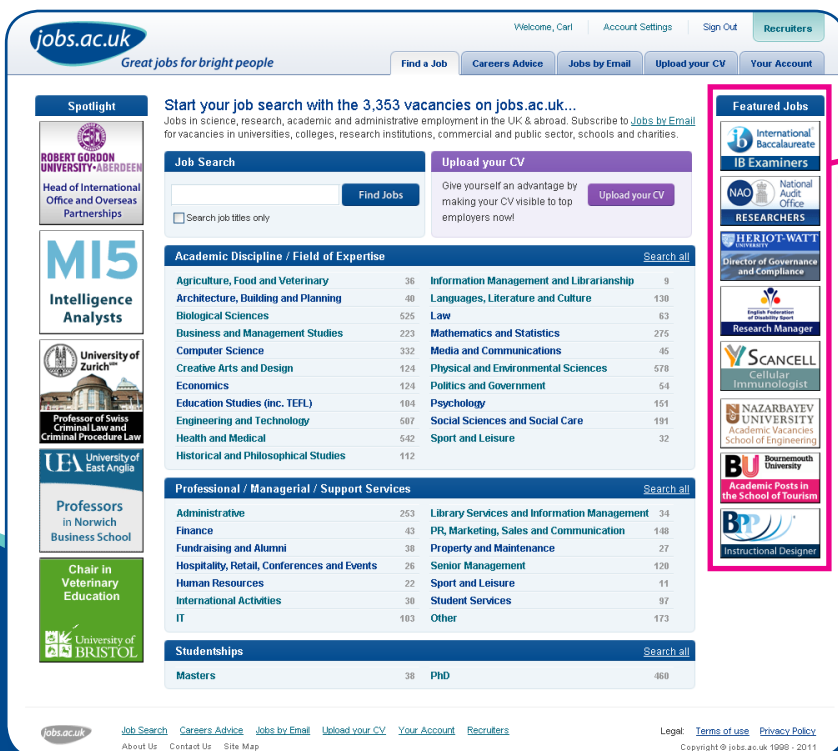
- Displayed on the **right-hand side of the homepage**
- Designed by jobs.ac.uk to **match your branding**
- **Links directly** to your adverts on jobs.ac.uk\*
- Displayed on the homepage for 1 week
- **8 Featured Button slots** available (subject to availability)
- Displayed in **rotation** with other Featured Buttons
- Requires the purchase of a **Basic** or **Enhanced Advert**

\* Linking Page required for multiple adverts

## What are the benefits?

- **Captures the attention** of the jobseekers as soon as they arrive on the homepage
- Quick and easy way to **promote your employer brand** to a global audience
- **Instant access** to your advert(s) with one click
- **Increases** the number of people viewing your advert
- Only 8 buttons displayed at any one time which gives your organisation **maximum brand exposure**
- A great way to promote **senior or hard-to-fill roles**

## Example of a Featured Button



120 x 60 pixels



Your Featured Button sits on the right-hand side of our homepage and links directly to your advert.



Great jobs for bright people

## Advertising specification

**Dimensions:** 120 x 60 pixels

**Format:** .png file, RGB colour

**Maximum Size:** 4kb

**Stroke:** Black, 1px, Inside Stroke Black

**Bevel & Emboss:** Inner Bevel, 2px, 100% deep

**Animation:** No Animation

**Recommended Fonts:** Arial, Verdana, Helvetica, other sans-serif fonts

**Button Content:** Must include the employers name or logo. It must either explicitly state the job title or strongly allude to it.

**All buttons are subject to approval by jobs.ac.uk**

We are more than happy to design buttons for you, free of charge, to match your corporate branding. All buttons are proofed to the client before they are uploaded onto jobs.ac.uk.

Commercial Rate

**£525**

Public Sector Rate

**£500**

University Rate

**£475**

To book your **Featured Button**, please contact our team:

**t:** +44 (0)24 7657 2839

**e:** [enquiries@jobs.ac.uk](mailto:enquiries@jobs.ac.uk)

**w:** [www.jobs.ac.uk](http://www.jobs.ac.uk)

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